

COUNTY OF SHASTA		Number
ADMINISTRATIVE MANUAL		4-302
SECTION: Information Technology	Hypertext Links Use	
INITIAL ISSUE DATE: April 28, 2015		
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PURPOSE

This document establishes Countywide hypertext links use policies, protocols and procedures.

APPLICABILITY

This policy applies to all County of Shasta employees and approved volunteers, consultants, service providers and contractors performing business on behalf of a department. Departments using hypertext links prior to the implementation of this Hypertext Links Use Policy shall achieve full policy compliance within 90 days of the date this policy becomes effective.

POLICY AND PROCEDURES

Summary

As a method of promoting the social and economic welfare of Shasta County, the official County of Shasta Website (www.shastacounty.gov) and other websites and printed media established or maintained by the County of Shasta, including County social media sites as defined and established under Administrative Policy 4-301 *Social Media Policy*, (collectively, “County Affiliated Sites”) contain a limited number of hypertext links to external media that provide information about government, Shasta County, and about services and programs designed to meet the social needs of the Shasta County community. The County of Shasta is not responsible for the subject matter or accessibility of these external media. External links are provided as a convenience for users of the County Affiliated Sites.

This policy applies to hypertext links that the County is able to establish and control on its County Affiliated Sites. It does not apply to hypertext links posted by the individuals or entities that own or control the underlying social media platforms on which County social media sites may be established.

The terms “hypertext link” and “link” in this policy shall be construed as broadly as possible to refer to any information on a County Affiliated Site that would direct, in any manner, any visitor from a County Affiliated Site to an external site or other source of information not maintained by the County. The terms “hypertext link” and “link” include, but are not limited to, Quick Response (QR) Codes that may exist on either printed or electronic media.

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Unless a third party has contracted with the County to provide or assist the County in providing goods or services to meet the social needs of the Shasta County community, links shall not display a third party's logo, trademark, or other intellectual property.

Linking Criteria

The Shasta County Department of Information Technology and the County Administrative Office review the need for hypertext links on County Affiliated Sites. Determination of whether to establish a link to an external site is made on a case by case basis by the County Executive Officer (or his/her designee(s)), in consultation with the Chief Information Officer (or his/her designee(s)). The requested link must not substantively duplicate information on County Affiliated Sites or provided through an existing external link.

In order to ensure the County is able to effectively convey the information as noted above, the County Executive Officer (or his/her designee(s)), in consultation with the Chief Information Officer (or his/her designee(s)), may limit the total number of site links on any County Affiliated Site.

Each link to an external site must be maintained by a governmental entity, a non-profit corporation or organization, news media, or an entity contracted with the County of Shasta to provide goods or services to meet the social needs of the Shasta County community. The term "maintained" includes social media (as defined in Administrative Policy 4-301, *Social Media Policy*) sites established and maintained by any of the aforementioned entities. The term "news media" means a newspaper, magazine, wire service, book publisher, or radio or television program or station engaged in the gathering of information for distribution to the public by print, broadcast, or electronic means.

Each link must also meet at least one of the following criteria, as determined by the County Executive Officer (or his/her designee(s)), in consultation with the Chief Information Officer (or his/her designee(s)):

1. The site is a County Affiliated Site that is maintained by the County of Shasta.
2. The site is an official website of other government entities, including local, regional, state, and federal government agencies, public educational institutions, and special districts.

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3. The site provides utility or transit service information to County residents.
4. The site provides emergency information, such as flood management, river conditions, weather & travel conditions, road & traffic conditions, homeland security and emergency assistance and aid.
5. The site contains useful health related information or alerts, as well as important health emergency information.
6. The site provides information, services, or programs, to meet the social needs of the Shasta County community, including but not limited to, the areas of health, law enforcement, public safety, rehabilitation, welfare, education, and legal services, and the needs of physically, mentally, and financially disabled persons and aged persons.
7. The site provides information on laws and regulations.
8. The site contains recognition involving Shasta County with respect to achievement awards or noteworthy accomplishments and activities.
9. The site contains information related to doing business in Shasta County, working in Shasta County, or living in Shasta County.
10. The site provides a community guide for the Shasta County and surrounding area.

Prohibited Links

Under no circumstances can an external link appear to a site that meets any of the following prohibitions as determined by the County Executive Officer (or his/her designee(s)), in consultation with the Chief Information Officer (or his/her designee(s)).

1. The site contains sexually explicit material unrelated to health and medical information.
2. The site is detrimental to the image, dignity and decorum of Shasta County government.
3. The site supports, or opposes, political campaigns, candidates, or ballot measures.

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4. The site promotes the use of alcohol, tobacco or any controlled substance.
5. The site promotes illegal activities.
6. The site is in essence a personal homepage.
7. The site is primarily a chat room or bulletin board.
8. The site is essentially a commercial retail site promoting products or services.
9. The site is primarily editorial in nature.
10. The site is primarily religious worship, instruction or proselytization.

Requesting an External Link – Department Head

In order to facilitate the mission of a Shasta County department, a department head can request that an external link be included on a County Affiliated Site. As the County Affiliated Sites are intended to convey information about government, Shasta County, and about services and programs designed to meet the social needs of the Shasta County community, only County department heads may make such requests.

The department head must submit to the Chief Information Officer (or his/her designee(s)) a request describing the services provided by the site and the URL (website address) to be added to a County Affiliated Site.

All requests from a department head will be reviewed by the Chief Information Officer (or his/her designee(s)) and the County Executive Officer (or his/her designee(s)). Only links that satisfy the criteria identified above, as determined by the County Executive Officer (or his/her designee(s)), in consultation with the Chief Information Officer (or his/her designee(s)), may be added to a County Affiliated Site.

The department head is responsible for monitoring County Affiliated Sites associated with his or her department for broken links and removing or updating them in a timely manner. If an

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external site becomes non-operational, the department head should remove the link. The Chief Information Officer (or his/her designee(s)), may also remove the link.

If a link no longer complies with this policy, as determined by the County Executive Officer (or his/her designee(s)), in consultation with the Chief Information Officer (or his/her designee(s)), the appropriate department head will be contacted and the link will be removed by the Chief Information Officer (or his/her designee(s)).

Any and all links to external sites that are on County Affiliated Sites as of the date of adoption of this policy shall be submitted to the County Executive Officer (or his/her designee(s)) and the Chief Information Officer (or his/her designee(s)) for review and approval as outlined above.

RESPONSIBLE DEPARTMENTS

Information Technology
County Counsel
County Administrative Office

REFERENCES

BOS Policy Resolution No. 2015-01--04/28/15